Together against Stigma San Francisco 2015
Keynote panel

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No more doubt, silence and taboo about mental illness!

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A short introduction

Project Manager Johanne Bratbo

Væk med tavshed, tvivl og tabu om psykisk sygdom!

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An antistigma project in a Danish context

- Population of 5,5 mil.
- 500.000 people with mental illness
- 8% of young people have a mental illness
- 460.000 people are currently on antidepressant and anxiety medication
- non-psychotic diagnosis are growing fast
- 24% of people with mental illness are currently employed (compared to 44% of people with other handicaps)
- Annual expenses linked to mental illness: 55 bill. kr. – only 10% of this spent on treatment

Project targets/objectives

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Vision:

To create a better life for all by promoting inclusion and combating discrimination related to mental illness

By e.g.:

- Enhancing the knowledge among the Danish population about mental illness
- Reducing the social isolation and dissociation that leads to stigmatisation, prejudice and social exclusion
- Creating a better understanding of mental illness in schools, at workplaces and in everyday life situations

The partners behind ONE OF US

The Danish Mental Health Fund

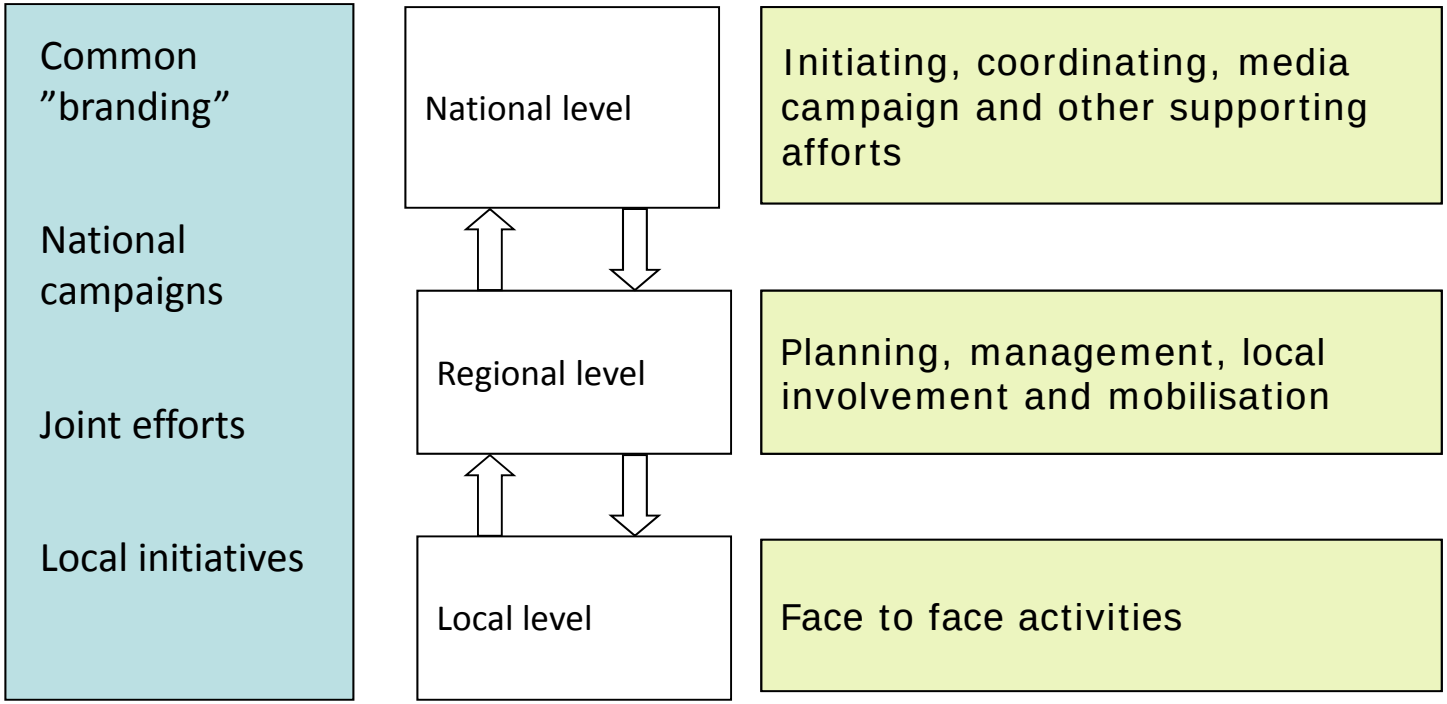
The Psychiatry Network

The Philantropic Foundation TrygFonden

Danish Health and Medicines Authority

Local Government Denmark

Overall project model of ONE OF US



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www.one-of-us.nu

Target areas in ONE OF US

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1. Service users and relatives
2. Staff in health and social sectors
3. Labour market
4. Young people
5. The public and the media

Professionals in health and social services

Objectives	Target groups	Main activities
More respect and cooperation in practice – policies are not enough More knowledge on recovery and empowerment Recognise the resources of service users and relatives and promote a holistic approach Increased reflection on culture and language within systems	Professionals in: Psychiatry Rehabilitation Somatic health care Socities and unions for professionals GP's Students of health care Police *Fire fighters* *Paramedics*	Attitudes survey among psychiatric staff winter 2011 Tool kit for staff in psychiatry → reflection and culture change – implementation of action plans in all regions 2014→ Tool kit for social workers/psychosocial rehabilitation – currently being produced

Aim of the toolkit:
The Dialogue Kickstarter

Translation:
The Dialogue Kickstarter
– put focus on anti-stigma

- **To create awareness** of communication
- **To motivate staff to a dialogue** about respectful language and awareness of culture and social conventions
- **To stimulate that staff work more goal-oriented** to promote anti-stigma.

Content:
Films, case vignettes, exercise, memo, evaluation form
Poster, information card, stickers

Evaluation results from working with the Dialogue Kickstarter – essential findings

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More than 75% ”agree” or ”strongly agree” that working with The Dialogue Kickstarter:

- Increased their knowledge of the significance of prejudice which will be useful in their daily work

- Refreshed their knowledge about the significance of prejudice which will be useful in their daily work

- Increased their awareness of use of language

- Increased their awareness of promoting dialogue with patients and relatives

Information material
– stickers with messages to remember

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- No one is just a diagnosis
- Have you asked your patient for his or her opinion?
- Hope is always part of recovery
- Have you asked your patient for his or her experiences of prejudice?

Key challenges and opportunities - at organisational level

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- **Vital condition**: Establishing a culture based on lived experience and professionalism combined with openness, curiosity, flexibility and ambition
- **Many different partners** → challenge for all to maintain focus on anti-stigma, the common vision and mission
- **Cultural adaptation** required when collecting inspiration from anti-stigma efforts in other countries
- **Complex economy**: A mixture of real money, indirect manpower and user organisations' voluntary manpower requires realistic and binding agreements
- **Realistic attitude** throughout the organisation that changing attitudes and behaviour takes time
- **Defining** relevant and realistic criteria for success and meaningful documentation and evaluation tools of sustainable changes

Key challenges and opportunities - Means and methods

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- Important to have objectives, target groups and plans but also to be flexible and seize the moment
- A common understanding of what works and what doesn't in anti-stigma work and stay informed
- Social contact activities involving ambassadors w. lived experience has great effect
- Training and maintenance of ambassadors very important → stimulates motivation and empowerment
- A national campaign identity demonstrates society's support for the cause and open up doors and form the backdrop for the social contact activities
- Important that the PR bureau can grasp the soul and tone of an anti-stigma campaign
- Providing a community via social media and panel surveys
- Networking, ambushing and strategic collaborations saves money and increases possibility of implementation - individuals can play a vital role opening up doors!